
Free marketing plan template

Writing a business plan? You may need a marketing plan to go with it. This marvelous Marketing Plan Template is great for startups and businesses looking for investment and finance.

All instructions in brackets and italics – [*like this*] – are intended to assist you in completing the plan. To help you complete your plan, you should read the [ThinkBusiness.ie Marketing Plan Guide](#) for a little extra help.

This template covers all the main areas of a decent marketing plan. These are:

- **Summary:** This is a brief summary of your overall marketing proposition, covering all the main elements of your plan.
- **Marketing strategy:** This examines your value proposition, route to market, and your approach to the '7Ps'.
- **Marketing objectives:** These objectives should be SMART: Specific, Measurable, Attainable, Realistic and Timely.
- **Target market:** Include details of your target market here, as well as the results of primary and secondary market research.
- **Customer profiles:** This covers the specifics of your target customers.
- **Competitor analysis:** This section provides a brief analysis of your competitors.
- **Marketing channels:** This covers the channels you intend to use to promote your product/service.
- **Implementation:** This section examines how you will realise your marketing objectives, taking into account metrics, budget, timeframes and responsibilities.